THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR PRIVILEGE IS CLAIMED ARE DEFINED AS FOLLOWS:

1. A method of delivering content from a service provider to a plurality of users, with each user having at least one mobile device in a communication network, said method having the steps of:

associating said content with a plurality of data types;

associating each user with a global profile having the characteristics of said at least one device and user attributes to said service provider;

selecting at least one device being best suited to receive said content; and

selecting a communication protocol for transport of said data type in accordance with said global profile and said data type.

2. The method of claim 1, wherein said characteristics of a device include a device address, a device class, device status information, manufacturer information, a model number, available resources, network interfaces, supported network protocols, a supported network protocol version, supported interfaces, an operating system, and operating system version.

3. The method of claim 1, wherein said user attributes include first name, last name, password, contact information, user ID, user type, media preferences, list of devices, list of services, device specifications, device addresses, connections available, geographical location and preferred time for reception of content.

4. The method of claim 2, wherein said device class includes a wireless device, a handheld computer, laptop computer, a desktop computer, a cellular phone, a telephone, an appliance, a multi-media device, an audio player, a vending device, an automatic teller machine, a point of sale terminal, an access point, a kiosk and a vehicle.

5. The method of claim 2, wherein said device address includes a MAC address, an e- mail address, a phone number, a pager number and an IP address.

6. The method of claim 3, wherein said device address includes a MAC address, an e- mail address, a phone number, a pager number and an IP address.

7. The method of claim 1, wherein the step of associating each user with a global profile includes a further step of said user specifying said characteristics of said at least one device and user attributes to said service provider.

8. The method of claim 1, wherein the step of associating each user with a global profile includes further steps of said service provider querying said at least one device to determine said characteristics of said at least one device and subsequently registering said device characteristics automatically.

9. A method of distributing content to a plurality of users in communication network, the method having the steps of:

associating each user with at least one device for handling said content;

associating each user having a user profile and associating each device having a device profile;

associating said content with a plurality of data types;

determining the data type of the content requested;

checking the availability of a user device for reception of said content;

determining suitability of said user device for reception of said content; and

dynamically determining an optimal communication protocol for transmission of said content to said user device in accordance with said user profile, said device profile and said data type.

10. The method of claim 1, wherein said data types include text messages, voice, audio files, audio streams, video files, video streams, multimedia streams, serial transfers, data transfers, email, proprietary data, control and signaling messages, secure transaction data, enterprise data, and any combination thereof.

11. The method of claim 9, wherein said data types include text messages, voice, audio files, audio streams, video files, video streams, multimedia streams, serial transfers, data transfers, email, proprietary data, control and signaling messages, secure transaction data, enterprise data, and any combination thereof.

12. The method of claim 9, wherein said step of associating said content with a plurality of data types further involves the step of associating said data types with an optimal application profile and a BLUETOOTH protocol.

13. The method of claim 10, wherein said step of associating said content with a plurality of data types further involves the step of associating said data types with an optimal application profile and a BLUETOOTH protocol.

14. The method of claim 9, wherein said step of dynamically determining said communication protocol further includes the steps of:

creating a hierarchical list of protocols for each of said data type, said hierarchical protocol list having at least one of said communication protocols being most suited for transport of said data type and at least of said communication protocols being least suited for transport of said data type; and

selecting said optimal protocol in order of preference from said hierarchical protocol list.

15. The method of claim 9, wherein said step of determining said suitability of a device further includes the steps of:

creating a hierarchical list of devices for each of said data type, said hierarchical device list having at least one of said device being most suited for reception of said data type and at least one of said device least suited for reception of said data type; and

selecting said optimal device in order of preference from said hierarchical device list.

16. The method of claim 9, wherein said step of determining a communication

protocol further includes a step of mapping a protocol request to said device characteristics in accordance with said device profile.

17. The method of claim 14, wherein said step of determining a communication protocol further includes a step of mapping a protocol request to said device characteristics in accordance with said device profile.

18. The method of claim 9, wherein said step of selecting an optimal protocol further includes the step of selecting another protocol from said hierarchical protocol list when said best suited protocol is unavailable.

19. The method of claim 14, wherein said step of selecting an optimal protocol further includes the step of selecting another protocol from said hierarchical protocol list when said best suited protocol is unavailable.

20. The method of claim 9, wherein said step selecting an optimal l device further includes the step of selecting another device from said hierarchical device list when said best suited device is unavailable.

21. The method of claim 15, wherein said step selecting an optimal l device further includes the step of selecting another device from said hierarchical device list when said best suited device is unavailable.

22. A content distribution system for distributing content to a plurality of users from a service provider, each user having a plurality of targets communicatively coupled to each other with at least one of said targets communicatively coupled to a communication network, each user associated with a global profile having user preferences for said content delivery and target characteristics and said content having a plurality of data types, said system further having:

a target selector for determining a target most suited for reception of said content in accordance with said global profile and said data type;

a protocol selector for dynamically determining an optimal communication protocol for delivery of said content in accordance with said global profile and said data type; and

a content server communicatively coupled to said target selector and protocol selector for distribution of said content.

23. The system of claim 22, wherein said service provider initiates content distribution to said users in accordance with said user's preferences.

24. The system of claim 23, wherein said content includes time-sensitive information, alerts, meteorological information, stock quotes, money market alerts, instant messaging and email alerts, voice, audio, video and multimedia streams, control and signaling messages.

25. The system of claim 22, wherein content distribution to said users is initiated by said service provider in accordance with said user preferences.

26. The system of claim 22, wherein the protocol selector includes a personalization server and a device characteristic server for storing said global profiles.

27. The system of claim 22, wherein said target selector includes a mobility server monitoring said network parameters such as traffic data and Quality of Service (QoS), and delivering said content accordingly.

28. The system of claim 22, wherein said content server includes content of said plurality of data types including text messages, voice, audio files, audio streams, video files, video streams, multimedia streams, serial transfers, data transfers, email, proprietary data, control and signaling messages, secure transaction data, enterprise data, and any combination thereof.

29. The system of claim 22, wherein said global profile having a plurality of user profiles, target profiles, service profiles and target characteristics.

30. The system of claim 22, wherein said target is chosen from a set of mobile devices including a mobile phone, a personal digital assistant, or a personal computer.

31. The method of claim 1, wherein said devices communicate with each other via a communication protocol allowing interoperability between similar or dissimilar devices.

32. The method of claim 9, wherein said devices communicate with each other via a communication protocol allowing interoperability between similar or dissimilar devices.

33. The method of claim 1, wherein said communication protocol is based on the BLUETOOTH standard, the IEEE 802.11 standard, the IrDA standard or the HomeRF shared wireless access protocol (SWAP).

34. The method of claim 9, wherein said communication protocol is based on the BLUETOOTH standard, the IEEE 802.11 standard, the IrDA standard or the HomeRF shared wireless access protocol (SWAP).

35. The system of claim 22, wherein said communication protocol is based on the BLUETOOTH standard, the IEEE 802.11 standard, the IrDA standard or the HomeRF shared wireless access protocol (SWAP).

36. The method claim 2, wherein said network interfaces include a BLUETOOTH interface, an IEEE 802.11 interface, an optical interface, an Ethernet interface, a GPRS air- interface, a TDMA air- interface, a GSM air interface and an IrDA interface.